

Produce Pro Software

NEWS RELEASE

QUICK FACTS ABOUT PRODUCE PRO AND TRACEABILITY

The Produce Pro system has always included means for full traceability: provides complete, real-time data about any product, including repacked and processed items

Many benefits of this philosophy and practice: accuracy, stronger information for decision-making, readiness for recalls

Barcode scanning is affordable for companies of any size: Produce Pro Plus Warehouse Management, a scaleable add-on suite, supports inbound and outbound barcoding

Operational assessments help streamline and "tighten up" procedures, use warehouse space most effectively, prepare for changes to layouts and processes

FOR MORE INFORMATION

To learn more, or to arrange an interview with a member of our staff, please contact:

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Produce Traceability Initiative: "We're ready to help!"

Woodridge, IL (April 17, 2009) — Produce Pro Software, a leader in the field of ERP software for the produce industry, is poised and ready to help its user base embrace the milestones set forth in the Produce Traceability Initiative (PTI).

At Produce Pro's latest User Group conference (April 1-3, 2009, in Las Vegas), company president Dave Donat gave a keynote presentation about the initiative, encouraging attendees to start their planning as early as possible.

"Many of the companies in our 'family' have been tracking at a granular level for many years now, and can immediately pull up a detailed history for any product," said Donat. "In that sense, they're ready for the next step. What we want to do now is help them prepare to connect those dots to others in the supply chain, by achieving the PTI milestones. And we want them to tackle this now, on their own schedules, rather than rushing to implement on deadline if laws are eventually passed."

The company offers a fully integrated warehouse management system, or WMS, that enables goals that support the PTI milestones, such as the use of barcodes. "Given the current economic climate in the U.S., a lot of companies probably view scanning equipment as a luxury, something they can't afford to invest in yet. We prefer to look at it the other way: we've made barcoding affordable and scaleable for an operation of any size, because we believe that none of our clients can afford *not* to take this step. The benefits are immediate, and it helps them cut operational costs and improve service across the board."

Produce Pro Software is confident that the PTI milestones are attainable for a company of any size, even those who are not yet tracking detailed product data. "In fact," added Donat, "some major chains and organizations are already demanding this functionality from our clients. We believe that getting these tools and processes into place now will give Produce Pro users an even greater competitive advantage."

About Produce Pro Software

Produce Pro Software is a full-service provider of enterprise-level software and integrated technology solutions. Designed specifically for distribution of perishables, the Produce Pro software system currently supports more than one hundred successful food-industry clients at various points in the supply chain, including wholesalers, distributors, processors, repackers, foodservice suppliers, and terminal markets.

Founded in 1990, the company is headquartered in Woodridge, IL (Chicago area), and also has offices in Los Angeles and Philadelphia. For more information, visit www.producepro.com.



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